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WHO IS “THE PUBLIC?”



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WHO IS “THE PUBLIC?”

- “The public” changes from issue to issue
- “The public” consists of those who see themselves as having a “stake” in the decision



WHAT IS A “STAKEHOLDER?”

- **Stakeholders are:**
 - **People or groups who see themselves as having rights and interests at stake (those affected)**
 - **Indirectly and directly affected groups**
 - **Those who can affect**
 - **Sponsors are stakeholders, but not all stakeholders are sponsors**



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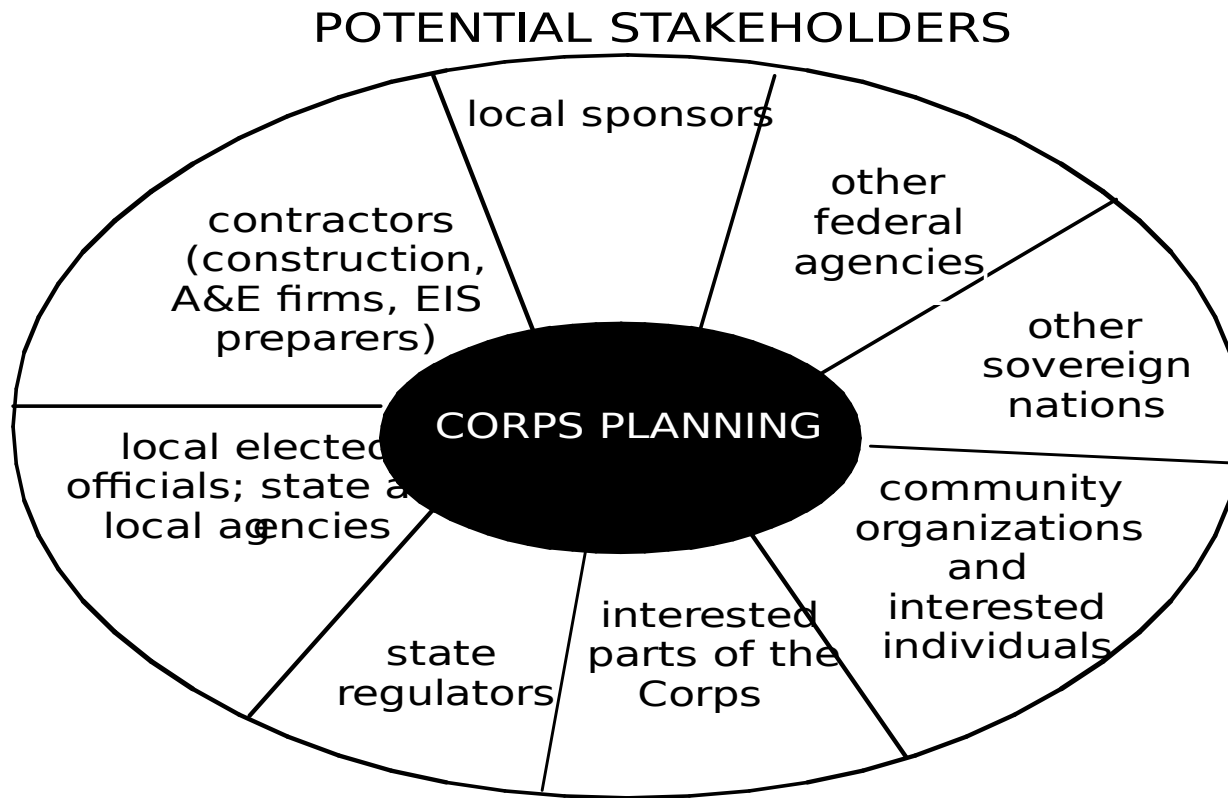
IDENTIFYING THE STAKEHOLDERS

- Who might be affected?
- Who is responsible for what is intended?
- Who are representatives of the likely affected?
- Who will be actively against?
- Who can contribute resources?
- Who are the voiceless?
- Whose behavior will have to change?



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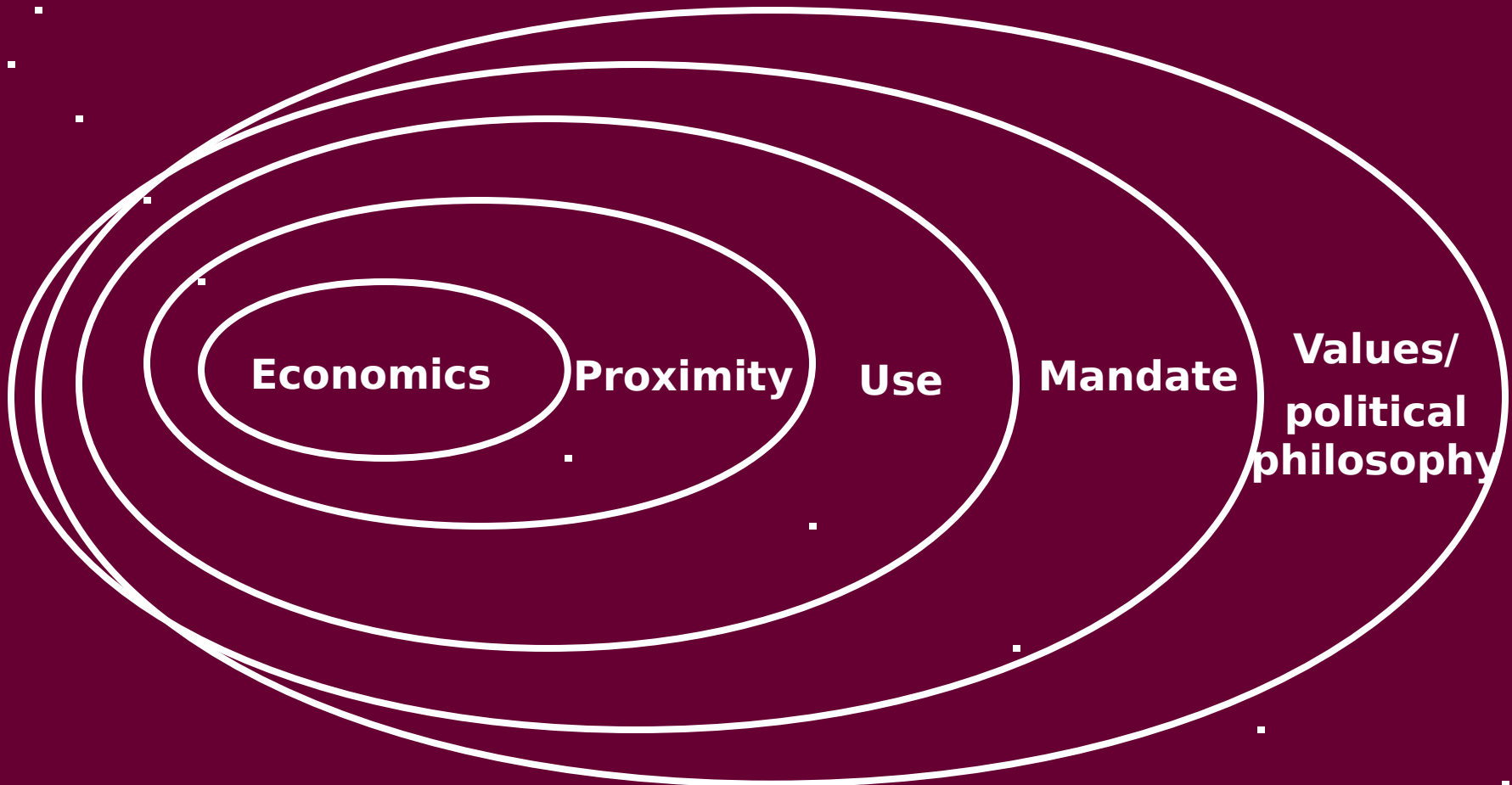
WHO ARE THE STAKEHOLDERS?





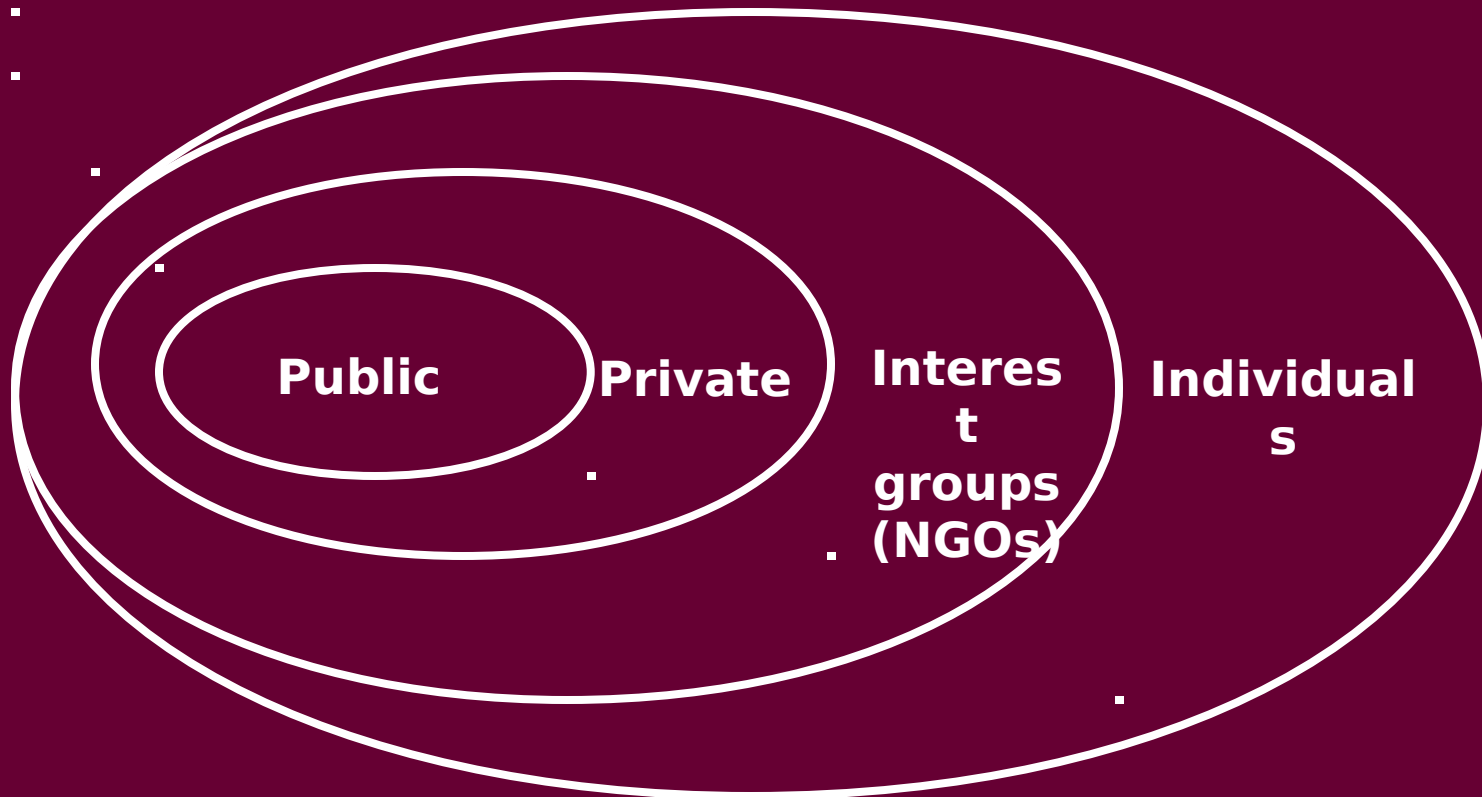
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STAKEHOLDERS - BY TYPE OF IMPACT





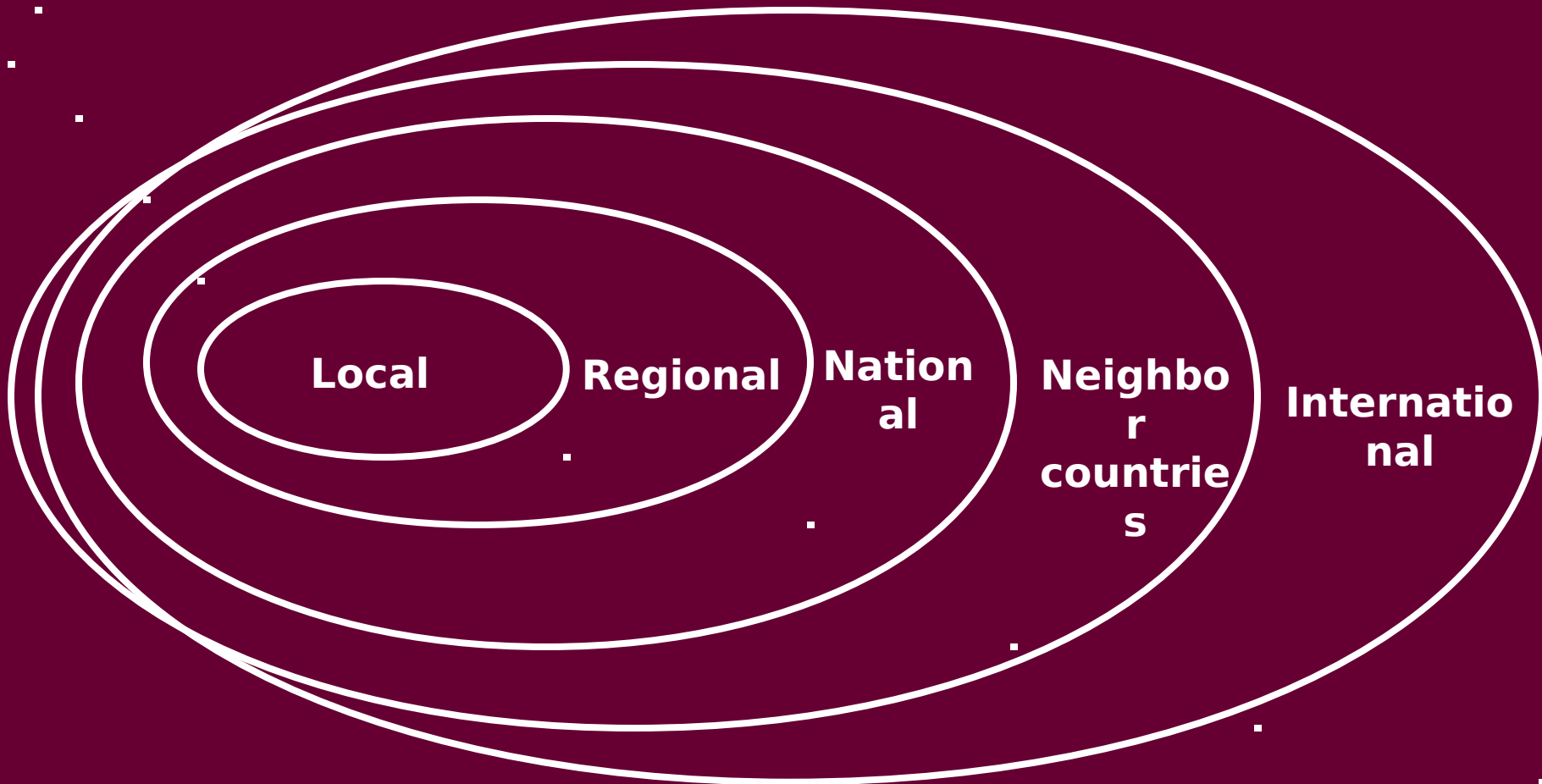
STAKEHOLDERS - BY SECTOR





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STAKEHOLDERS - BY LOCATION





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SELF IDENTIFICATION

Describe the project in a news story, a newsletter, a brochure, or announce a public meeting and see who says they are interested



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THIRD-PARTY IDENTIFICATION

- **Draw up a list of people you know will want to be involved, and ask them who else needs to be involved**
- **Ask local elected officials**
- **Ask other agencies**



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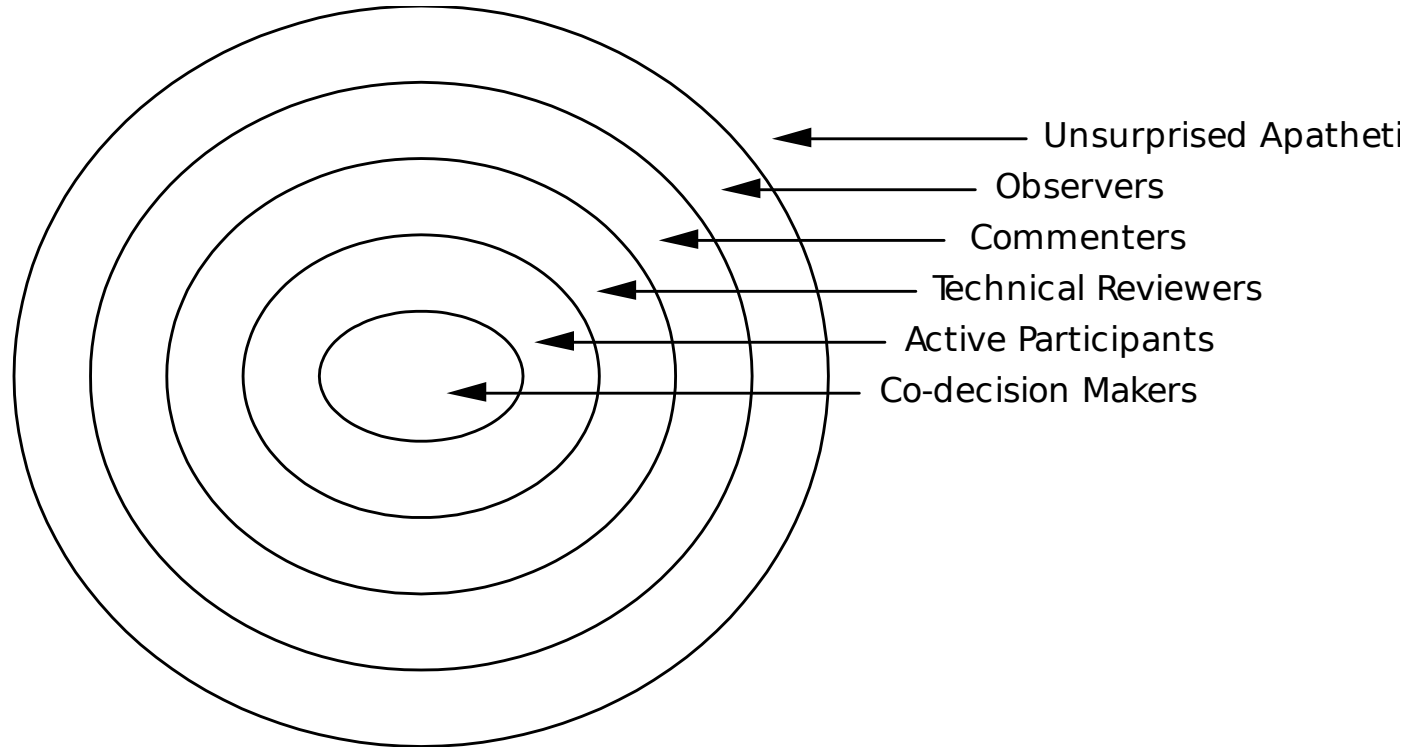
STAFF IDENTIFICATION

- **Intuitive/experiential**
- **Lists of groups or individuals**
- **Geographic analysis**
- **Historical analysis**
 - **Lists of participants in similar issues**
 - **Newspaper clippings regarding local issues**
 - **Correspondence files**
 - **Public comment sections of EAs, EISs**



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STAKEHOLDER ROLES?



Key Issue: The closer to the center you are, the more influence you have on the decision, but the more time, energy and commitment of resources is required



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ORBITS OF PARTICIPATION

- Co-Decision Makers
- Active Participants
- Technical Reviewers
- Commenters
- Observers
- “Unsurprised Apathetics”



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DIFFERENT ORBITS MAY BE INVOLVED IN DIFFERENT WAYS

ORBIT OF PARTICIPATION	POSSIBLE MECHANISMS
Co-decision makers	Interagency teams, partnering, negotiation
Active participants	Interactive workshops; advisory groups or task forces
Technical reviewers	Peer review processes. technical advisory committees
Commenters	Public meetings, comment periods
Observers	Newsletters, information bulletins, web pages
Unsurprised apathetics	Press releases; news stories



ASSIGNMENT

1. Complete instructions are on page

2. For your case:

- **Identify stakeholders**
- **Identify the probable position of each stakeholder (positive or negative)**
- **Estimate how important this issue will be to this stakeholder**
- **Estimate the power of each stakeholder**
- **Calculate scores**



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